

# Millville Development Corporation

## 2019 ANNUAL REPORT



### Mission Statement

Advocate for the Arts as a means of community and economic revitalization by advancing the Glasstown Arts District and center city neighborhood.

### Organization

Board of Directors approved fundraisers.

- Two *plein air Artists' Days* on the Maurice River – profit \$680.
- Xspero App fundraiser raised a modest \$158.
- Giving Tuesday garnered \$155 in December.
- Millville Night at the Orioles vs. the LA Angels with hometown MLB player Mike Trout (Baltimore – 1 bus and seats) – profit \$641.
- Investment CD of \$30,000 earned \$822 in 2019. It will mature in Feb. 2021.
- Recruited two new board members (beginning Jan. 2020). MDC board is now a diverse blend with one-third of directors African-American and Hispanic, and two-thirds Caucasian.
- Board Officers were all re-elected for one year.
- **Goals:**
  - ❖ Continue May Plein air Artists' Days and add a competition – profit \$1,000
  - ❖ MLB LA Angels at Phillies joint fundraiser with Levoy Theatre – profit conservative estimate to be \$11,500
- Update website with current policies, real estate listings, business pages
- Board approved the concept for 2020 Celebration of the 20<sup>th</sup> Anniversary of the Glasstown Arts District. Committee will begin in January with large event in June 2020.
  - ❖ Include an honoree
  - ❖ Honor Pioneer and continuing artists

### Design

- CDBG – 2<sup>nd</sup> round of funding for \$10,000 Façade Program was approved in October 2019 and contract signed in November 2019.
- Awarded 7 grants in the amount of \$9,205. Private invest for these 7 buildings is \$6,098.
- Awarded \$15,000 from NJ Dept. of Community Affairs for Transformation Grants.
  - ❖ Renovated Glasstown Plaza by removing the broken fountain and installing human-size checkerboard - \$11,652. Three artists created three new mini murals totaling \$7,000. A matching grant of \$3,000 from NJ Community Capital made this possible.

- Worked with HCDC in “Tile the Neighborhood” in November. Several amateur and professional artists participated created beautiful tiles. Only 4 neighborhood residents selected tiles for their homes. Several HCDC and SHINE volunteers chose more.
- **Goals:**
  - ❖ Complete a minimum of five new façade grants will begin in January 2020.
  - ❖ If DCA has new grants, create new public art projects.
  - ❖ Create more artistic crosswalks that were begun a few years ago with assistance from the City’s NPP Grant.
  - ❖ Recommend a public art project be created and installed in the Neighborhood.

## **Economic Development**

### **Chair and Liaison: Bob Conner**

Committee meets bi-monthly.

- Works with staff to implement projects.
- Networks and includes other non-profits in meetings.
- Networks with CCIA on potential new building owners.
- Networks with City planner on downtown development.
- Refers business owners to funding sources.
- Holiday Pop-Up shop had 6 vendors and did well with sales.
- New investors appeared throughout the year looking for investment properties.
- CCIA 500 block project for new construction is set to start in early 2020.
- **Goals:**
  - ❖ Work with City Commissioners towards improvements
  - ❖ Continue to work with agencies such as: HCDC and CCIA.
  - ❖ NPP is focused on Pop-Up shops throughout the year. Assist with this project.
  - ❖ Work with realtors as needed and investors/entrepreneurs.
  - ❖ Encourage business expansions for successful entities.
  - ❖ Utilize the National Main Street recommendations to seek out “maker spaces” to fill vacancies.
  - ❖ Work with Kim Ayres on development of “Shared Commercial Kitchen Space.”

## **Promotions**

### **Chair and Liaison: Maryann Cannon**

- Meets as needed.
- Offers ideas for continuing events and promotions and introduce possible new events.
- City’s Recreation Volunteer Committee and MDC partnered this year on:
  - ❖ City-wide Scavenger Hunt in August – don’t recommend continuation.
  - ❖ Ghost Tour featuring Live Game of Clue in October – recommend continuation.
  - ❖ Christmas Festival in December – recommend incorporating with Third Friday or other December event.

- Held the Artists' Studio Tour in April. 25 area artists participated in their working studios and/or in gallery spaces where their work is represented. A sponsor paid for the marketing and it was a successful "come back" event.
- Held a monthly Farm Market at the Village on High property from June to September. Moderately successful. We had a \$2500 grant from the Rennoc Foundation to do this. Recommendation is to partner with HCDC and the NPP to continue the Farm Market.
- Small Business Saturday was Nov. 30. It was the 10<sup>th</sup> anniversary and was successful.
- **Goals**
  - ❖ Work with Neighborhood Revitalization group to connect residents with the arts at community events.
  - ❖ Try new retail promotions based on seasonal opportunities.
  - ❖ Continue successful events, such as:
    - Third Friday
    - Artists' Studio Tour
    - Ghost Tour - Live Mystery Game
    - Small Business Saturday
  - ❖ Continue hosting the Artists' Studio Tours in April 2020.

#### **Marianne Lods, Executive Director**

- Responsible for daily operations and reports monthly to the board of directors
- Implements, often with volunteers, the programs of the committees
- Creates all public relations materials:
  - ❖ Press Releases
  - ❖ Monthly E-Newsletter (sometimes more often)
  - ❖ Social Media networks – Facebook almost daily (2,800 + followers) and Twitter
  - ❖ Updates website as needed especially for Events and Business pages
  - ❖ Works with media representatives for advertising opportunities and details
  - ❖ Carries out the programs of National Main Street
  - ❖ Offers Seminars and Webinars to the business community
  - ❖ Utilizes the free services when offered by Main Street NJ
  - ❖ Attends seminars when possible throughout the state
  - ❖ Executive is a Certified Main Street Manager via the National Historic Trust
- Prepares bills, categorizes expenditures and income. Handles all of Quickbooks bookkeeping program. Prepares monthly board report of finances.
- Works with existing businesses to coordinate promotions, events and help them create new ways to make their locations destinations.
- Works to recruit businesses to locate in available rental properties and those for sale. Gives them the information and tools to set up UEZ tax identification, business registration, business planning, etc.
- Interacts on a regular basis with tourism partners: WheatonArts, MAAFAM, Levoy Theatre, NJMP
- Is on the boards/commissions of:
  - ❖ Cumberland County Cultural & Heritage Committee
  - ❖ Southern Shore Region Destination Marketing Organization (Cape May/Cumberland Counties)

- ❖ Cumberland County Tourism
- ❖ Millville Public Library
- ❖ Riverfront Renaissance Center for the Arts
- ❖ Millville Chamber of Commerce (resigned from board in Dec. 2019 after serving nearly 20 years).
- Researches and writes grants for the organization
  - ❖ GR Dodge Foundation -- \$30,000
  - ❖ NJ State Council on the Arts -- \$28,489
  - ❖ Ocean First Foundation -- \$2,500 for ACE Summer Youth Art Program
  - ❖ Cumberland County Tourism holiday marketing -- \$1,500
  - ❖ Rennoc Family Foundation -- \$5,000 for ACE and Farm Market -- \$2,500
  - ❖ NJ Div. of Tourism – not awarded
  - ❖ NJ DCA -- \$15,000 Transformation Grant
  - ❖ NJ Community Capital -- \$3,000 Grant match for DCA and new murals
  - ❖ Holly City Development Corp. -- \$3,000 Tile the Neighborhood
- Arts Education:
  - ❖ Art Creates Excellence (ACE) 20<sup>th</sup> Annual Summer Program – 4-week July—Aug. program, 5 days per week. Age groups: 7-9, 10-12, and 13-18. Partners with RRCA as host site and new Clay College. Sponsors included Ocean First Foundation (\$2,500), anonymous (Rennoc) family foundation (\$5,000), HCDC (\$500), Rob Shannon Slo-Pitch Tournament (\$1,000), Gifts from Friends of Marianne Lods for her birthday. Tuition (\$2,665) and use of some NJSCA grant completed the funding. Sponsor money for 2020 already received from Rob Shannon's Slo-Pitch Tournament (\$1,000).
  - ❖ Multi-Cultural Week and Event – partner with Millville Schools and RRCA. 5<sup>th</sup> grades come to RRCA for 3 days for immersion in a variety of cultural programs. Friday evening, we co-hosted the dance and music event at the Levoy Theatre. Hosted the Friday night musical event (free to public) at the RRCA.
  - ❖ Partnered with Cumberland County Teen Arts festival (Levoy Theatre was lead organization). 800 teens participated from the two counties in 2019.
  - ❖ Fill requests from educators or program directors at various schools for professional artists to work with them on projects.

### **Goals for 2020**

- ❖ Organize a successful 20<sup>th</sup> Anniversary Celebration of the Glasstown Arts District.
- ❖ Have successful Pop-Up Shops throughout the year.
- ❖ Establish a successful Shared Commercial Kitchen operation.

### **Partnering with Holly City Development Corporation**

- New opportunities with HCDC in 2020 may include a rear-façade program and more.

### **Business Development**

#### **Sales of Buildings, Improvements, Business Growth and Losses, Private and Public Investments:**

- \$ 25,000      504 N. High St. (Vacant) by NJ Real Estate Development Group, LLC
- \$125,000      201-209 N. High St. (Office) by Magnolia Investments, LLC

- \$127,750 101 N. High St. (Incredible Bulk) by Edward Altman
- \$110,000 106 E. Pine St. (once Pokorny Gallery) by Djamollidin Narzikulov
- **\$387,750 Total**

### **Facades & Other Improvements**

- \$ 9,205 Public investment from Millville Development Corp. (CDBG Grant)
  - ❖ El Guacamole – new awning
  - ❖ Bowman bldg. – new windows and trim
  - ❖ Royal Leaf Cigars – new concrete entry (now ADA compliant)
  - ❖ Cumberland Foot & Ankle Center – new signs
  - ❖ BJ Roaster (Monica Kolva) – new upper floor windows
  - ❖ Taekwondo (Altman) – new awning
  - ❖ Former Incredible Bulk – new awnings
- \$ 6,098 Private match for the MDC's CDBG Grants
- \$ 6,000 401 N High – new roof and gutters. Approx. \$6,000
- \$10,000 116 N High – new roof. Approx. \$10,000
- \$ 3,000 106 E Pine – painted and new awnings. Approx. \$5,000
- \$ 7,500 107 E Oak – painted large bldg.. Approx. \$7,500
- \$ 6,000 501 N High – new roof on Wildflower
- **\$47,803 Total Façade Rehab Other Private Investment on facades & roofs**

### **Businesses Closed**

- C & C Bike – 414 N. High (due to illness)
- Absolutely Balloonkers – Village on High (not enough sales)
- Casa de Zeus – 137 N High (due to family member illness)
- Incredible Bulk – 101 N High (due to retirement and sale of bldg.)
- Vapin' on Safari – Village on High (after 6 years due to illness)

### **Businesses Expanded**

- Wildflower Vegan Café – add second dining room in the Village on High
- Artistic Touch Beads – moved after 4 years in Village on High to 317 N. High

### **Businesses Opened**

- Especially Bridget's Handcrafted Gifts – Village on High
- The Church of Vintage – Village on High
- Taekwondo – 113 N. High St
- Quirky Turkey – Village on High
- Embellish Treasure Club – Village on High
- Christa's Country Creations – Village on High
- Sparkle Cup – Village on High

- Xanderlilly Gifts – Village on High
- Cumberland Foot & Ankle Center – 10 E Main St., Riverview Center

#### **Businesses Sold**

- Bogart's Bookstore & Café – new owner is Richard Ford
- Royal Leaf Cigars – new owners

#### **Pop-Up Shops**

- “Crafty Flea” -- Nancy Sharp & Carol Moore at the Village on High
- “Artistic Movement Emporium” – 6 artisans/vendors at 101 N. High

**Net New Businesses Created = 4**

**Net Jobs Gained = 11**

#### **Long-term businesses in the Glasstown Arts District:**

- **20 + Years    27 businesses**
- **15 + Years    26 businesses**
- **10 + Years    8 businesses**
- **5 + Years    14 businesses**
- **1 – 5 Years    23 businesses**

**Current Active Businesses – 98 + Fire Department, City Hall, Police Department, Historical Society.**

#### **Private and Public Investment Dollars in 2019 to add to yearly figure.**

- \$387,750 Private Investment – properties purchased
- \$ 38,598 Private Rehabs – façade, roofs, etc.
- \$ 9,205 Public Investment – CDBG Façade Funds

**Total Investment 2019 = \$435,553**

- **Total Investment in 19 years = \$52,351,911 (not including value of volunteers)**